

Roberta Stevens
ALA President-elect 2010-2011
Proposed Budget for Presidential Initiatives

1. Presidential Initiative: Frontline Fundraising

Responding to the reduced resources at libraries throughout the nation, the frontline fundraising initiative will provide tools that can be used by everyone, regardless of the size and type of library, who needs to supplement the budget from their jurisdiction or institution with additional support. The primary focus will be on the development of an online toolkit and webinars that can be broadly accessed by ALA's members. President's programs at the 2011 Midwinter Meeting on frontline fundraising and at the Annual Conference featuring a panel of top donors who give their views on what makes a successful request for support are also planned. If it isn't financially possible to have these programs both streamed live and taped, they will, at a minimum, be taped and made available to members on the ALA website.

a.	Program speaker at the 2011 Midwinter Meeting	\$5,000
b.	Panel of speakers (donors) at the 2011 Annual Conference	\$10,000
c.	Fundraising tools, including the online toolkit, webcasts and webinars	\$7,500

2. Presidential Initiative: Our Authors, Our Advocates

Authors are not only the natural allies of libraries, but often celebrities in their own right. This initiative will focus on using these well-known, articulate and impassioned spokespeople to highlight the key role libraries and library staff play in the economic, social and educational fabric of our nation. While taped interviews with 10 to 12 authors over the year will be featured in American Libraries, on AL Direct, potentially on a READ poster, and with a video or podcast on the ALA, ilovelibraries and @ your library websites, a key objective is the creation of a cadre of supporters throughout the nation who will be called upon to advocate for libraries at events and to testify at deliberations on library funding. If successful, this initiative could continue for a number of years. With a goal of sustaining the initiative, I will put together a task force to identify authors for the next two to three years and explore how we can leverage these contacts beyond my time as ALA President. A "Cultivating Your Local Notables" toolkit will be developed that builds on this initiative and the work of the ALA Office for Library Advocacy and the many areas within the association that have been so active in sharing information about how to do successful advocacy. The toolkit will provide guidance on identifying and enlisting local "celebrities" as your library's advocate.

a.	Interviews with a "cabinet" of 10 to 12 "authors for advocacy"	\$35,000
b.	"Cultivating Your Local Notables" toolkit	\$5,000

3. Presidential Initiative: "Why I Need My Library" Contest

At this Midwinter Meeting, we will be sounding out members, especially in AASL and YALSA, about an idea for using young people to communicate why libraries are needed now more than ever. This initiative takes Camila Alire's member-driven, grassroots advocacy and Jim Rettig's experimentation with social networking a step further with the aim of adding to the arsenal of techniques for frontline advocacy and engaging a new constituency in supporting libraries. The products will be short videos by kids made available on YouTube and the ilovelibraries and @ your library websites. The winners will identify either their school or local public library as the beneficiary of the cash prizes.

a.	Contest cash prizes	\$25,000
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4. Reserve \$12,500

TOTAL \$100,000